

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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CURRENT PSYCHIATRY is a B2B brand intended for individuals with broad-based interest in psychiatric disorders and related diseases of the central nervous system. The brand content and editorial scope of the publication includes physician-outlined articles and information that focuses on solutions to common clinical problems seen in daily practice. Current Psychiatry is a member of the MDedge Network.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

CURRENT PSYCHIATRY is produced in a print format. The editorial for the print copy is the same for all recipients.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand’s unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS



EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
CURRENT PSYCHIATRY PRINT MAGAZINE (6 issues in the period)	45,668	-	45,668
(See Paragraph 3b for Source)			
CURRENT PSYCHIATRY WEBSITE (Note 1) (Monthly Users with 192,349 average Pageviews)	107,038	-	107,038

Note 1: Shared media channel - www.mdedge.com/psychiatry - serving both Clinical Psychiatry News and Current Psychiatry.

FIELD SERVED

CURRENT PSYCHIATRY serves physicians and other healthcare professionals who treat psychiatric disorders and related diseases of the central nervous system.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are physicians in the psychiatric specialties who are in direct patient care (office and hospital setting), including residents. Also included are those in other professional activities as reported in P3a.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	37
Advertiser and Agency	258
Allocated for Trade Shows and Conventions	33
All Other	124
TOTAL	452

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	45,668	100.0	45,668	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	45,668	100.0	45,668	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2022 Issue	Total Qualified
February	45,789
March	45,620
April	45,231
May	45,805
June	45,804
July	45,756

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2022

This issue is 0.2% or 106 copies above the average of the other 5 issues reported in Paragraph 2.

		Major Professional Activity For United States & Possessions Including APO & FPO													
		Patient Care						Hospital Based Practice					Other Professional Activity		Osteopathic Physicians
Alpha Code	Professional Classifications	Total Qualified	Percent of Total	Office Based Practice	Residents	Full-Time Hospital	Semi-Retired	Medical Teaching	Administration	Research	Other Professional Activity	Osteopathic Physicians			
CHP	Psychiatry, Child	8,893	19.4	6,395	918	1,185	87	32	37	20	50	169			
PYG	Geriatric Psychiatry	992	2.2	668	50	244	7	4	1	-	11	7			
P	Psychiatry	32,684	71.4	20,089	5,291	3,650	668	139	233	159	161	2,294			
TOTAL COPIES TO PHYSICIANS		42,569	93.0	27,152	6,259	5,079	762	175	271	179	222	2,470			
PERCENT TO PHYSICIANS		93.0	59.3	13.7	11.1	1.6	0.4	0.6	0.4	0.5	5.4				
Advanced Practice Clinicians specializing in Psychiatry which includes Nurse Practitioners, Physician Assistants & Certified Nurse Specialists.		3,187	7.0												
TOTAL QUALIFIED CIRCULATION		45,756	100.0												

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2022

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	8,065	10,062	4,895	23,022	50.3
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	22,734	-	-	22,734	49.7
*Association rosters and directories	20,445	-	-	20,445	44.7
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	2,289	-	-	2,289	5.0
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,799	10,062	4,895	45,756	100.0
PERCENT	67.3	22.0	10.7	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2022*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	266		Kentucky	453	
New Hampshire	258		Tennessee	673	
Vermont	193		Alabama	399	
Massachusetts	2,361		Mississippi	200	
Rhode Island	338		EAST SO. CENTRAL	1,725	3.8
Connecticut	999		Arkansas	290	
NEW ENGLAND	4,415	9.6	Louisiana	552	
New York	4,707		Oklahoma	369	
New Jersey	1,401		Texas	2,902	
Pennsylvania	1,988		WEST SO. CENTRAL	4,113	9.0
MIDDLE ATLANTIC	8,096	17.7	Montana	104	
Ohio	1,478		Idaho	111	
Indiana	540		Wyoming	50	
Illinois	1,647		Colorado	763	
Michigan	1,156		New Mexico	287	
Wisconsin	694		Arizona	796	
EAST NO. CENTRAL	5,515	12.0	Utah	326	
Minnesota	791		Nevada	255	
Iowa	297		MOUNTAIN	2,692	5.9
Missouri	767		Alaska	95	
North Dakota	107		Washington	877	
South Dakota	102		Oregon	594	
Nebraska	201		California	6,231	
Kansas	339		Hawaii	260	
WEST NO. CENTRAL	2,604	5.7	PACIFIC	8,057	17.6
Delaware	118		UNITED STATES	45,756	100.0
Maryland	1,277		U.S. Territories	-	
Washington, DC	317		Canada	-	
Virginia	1,185		Mexico	-	
West Virginia	221		Other International	-	
North Carolina	1,442		APO/FPO	-	
South Carolina	589				
Georgia	1,101				
Florida	2,289				
SOUTH ATLANTIC	8,539	18.7			
			TOTAL QUALIFIED CIRCULATION	45,756	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.MDEDGE.COM/PSYCHIATRY*

2022	Pageviews	Sessions	Users	Average Session Duration
February	173,633	122,668	99,996	0:58
March	222,251	158,695	122,736	0:52
April	183,206	128,989	103,092	0:51
May	202,838	137,323	112,027	0:58
June	186,963	128,842	102,797	0:56
July	185,207	128,577	101,583	0:51
AVERAGE:	192,349	134,182	107,038	0:54

February – July 2022 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

*Shared media channel - www.mdedge.com/psychiatry - serving both Clinical Psychiatry News and Current Psychiatry.

WEBSITE GLOSSARY

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Users: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

ADDITIONAL DATA

MAGAZINE:

PARAGRAPH 3b:

Association rosters and directories include 2 sources of circulation for quantities of 1,927 copies or 4.2% to 18,518 copies or 40.5%, including American Osteopathic Association and American Medical Association.

Other sources include 1 source of circulation for a quantity of 2,289 copies or 5.0%, including DMD Advanced Practice Providers.

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website is not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Sharon Finch, SVP/Group Publisher

Jared Sonners, Director, Circulation

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed

August 12, 2022

State

New Jersey

County

Essex

Received by BPA Worldwide

August 12, 2022

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About BPA Worldwide.

BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 1,000 annual audits of media channels in 19 countries, BPA is a trusted resource for compliance and assurance services.